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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/092,674	03/07/2002	Stephen C. Larson	SCL-1	3784

7590 06/02/2005

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EXAMINER

TRAN, QUOC A

ART UNIT PAPER NUMBER

2176

DATE MAILED: 06/02/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	Application No. 10/092,674	Applicant(s) LARSON, STEPHEN C.	
	Examiner Quoc A. Tran	Art Unit 2176	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) ☒ Responsive to communication(s) filed on 01 March 2005.  
 2a) ☒ This action is **FINAL**.                      2b) ☐ This action is non-final.  
 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) ☒ Claim(s) 1-12 and 21 is/are pending in the application.  
     4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.  
 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.  
 6) ☒ Claim(s) 1-12 and 21 is/are rejected.  
 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.  
 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) ☐ The specification is objected to by the Examiner.  
 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
     Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
     Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).  
 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
     a) ☐ All    b) ☐ Some \*    c) ☐ None of:  
         1. ☐ Certified copies of the priority documents have been received.  
         2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
         3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).  
     \* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)  | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                                   | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)             |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____  |

***DETAILED ACTION***

1. This action is responsive to Amendment A filed 03/01/2005.
2. Claims 1-12 and 21 are pending. Applicants amended claims 1, 9, 21 and cancelled claims 13-20. Claims 1 and 9 are independent claims.

***Response to Argument***

3. Applicant's arguments with respect to claims 1-12 and 21 have been considered but are moot in view of the new ground(s) of rejection.

***Claim Rejections - 35 USC § 103***

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

5. **Independent claim 1** is rejected under 35 U.S.C. 103(a) as being unpatentable by Reilly et al. US Patent No. 5,740,549 filed 06/12/1995 (hereinafter Reilly), in view of Chui et al. US006549674B1 filed 10/12/2000 (hereinafter Chui).

**In regard to independent claim 1, an on-line newspaper publishing system for preparation of one or more publications, (as taught by Reilly at col. 2, lines 35-45), including: a networked host server; a composition computer connected to said host**

**server, associated with the server and accessible by the composition computer, (as taught by Reilly at col. 3, line 65 through col. 4, line 5), and an image database, (as taught by Reilly at col. 2, lines 60-67, the server database is used here, which is the broadest reasonable interpretation as claimed), that defines at least the following, content to be prepared for publication in a digital edition hosted on the host server, (as taught by Reilly at col. 4, lines 21-38), at least one layout template wherein the template defines at least a region on a web page for the display of a preview image of a display advertisement, image files, including images of full-size display advertisements and corresponding reduced-size preview images, and browser-readable code representing a web page, wherein the web page has at least one link to an image file (as taught by Reilly at col. 13, lines 10-65, a further object of the present invention is to provide a data viewer (i.e. browser), wherein users can click on any particular "GIF" format image (i.e. advertisement) display on the screen by data viewer to link back to the image database (i.e. image database) on both server/client to display the full version in the www environment, which is use here in the broadest reasonable interpretation as claimed); and wherein the corresponding reduced-size preview images has been produced to the full-size display advertisement (as taught by Reilly at col. 13, lines 10-65),**

Reilly does not explicitly teach, **by the application of an anti-aliasing**, however (as taught by Chui at col. 16, lines 4-35, in the internet communication net work between internet/web server and clients' devises, the image down-sample and anti-aliasing is used to reduce the size of the image for displaying in the smaller space and linking to each other using image file header, html or html-like, which is use here in the broadest reasonable interpretation as claimed).

It would have been obvious to a person of ordinary skill in the art at the time the invention was made to have modified the teaching of Reilly, wherein electronic news/advertisement is distributing in the www server/client environment, to include a means of image linking, down-sampling and anti-aliasing of Chui's teaching. One of ordinary skill in the art would have been motivated to perform such a modification for presenting mixing advertisements with information dissemination are newspapers in a dynamic and easy to read manner, (as taught by Reilly at col.1, line 35 through col. 2, line 60).

6. **Independent claim 9** is rejected under 35 U.S.C. 103(a) as being unpatentable by Reilly et al. US Patent No. 5,740,549 filed 06/12/1995 (hereinafter Reilly), in view of Chui et al. US006549674B1 filed 10/12/2000 (hereinafter Chui), further in view of Mitchell et al. US Patent No. 5,963,966 filed 11/08/1996 (hereinafter Mitchell), and further in view of Kojima US Patent No. 6,081,277 filed 09/25/1996 (hereinafter Kojima).

**In regard to independent claim 9**, incorporate substantially similar subject matter as cited in claim 1 above, and in further view of the following, and is similarly rejected along the same rationale,

Reilly and Chui do not explicitly teach, **digital copy from a print media source**, however (as taught by Mitchell at col. 5, lines 35-40, i.e. converting paper documents into a hypertext-based format so that they can be accessed through networks such as the Internet or on media such as disk or CD-ROM).

It would have been obvious to a person of ordinary skill in the art at the time the invention was made to have modified the teaching of Reilly, wherein electronic news/advertisement is

distributing in the www server/client environment, to include a means of image linking, down-sampling and anti-aliasing of Chui's teaching, to include a means of digital copy is the source data of advertise web page. One of ordinary skill in the art would have been motivated to perform such a modification to provide form-based recognition (utilization of document structure knowledge) and image-based information retrieval (robustness), so that it may be directly accessed through the Internet using current browsers such as Mosaic, Netscape and Microsoft's Explorer, (as taught by Mitchell at Abstract).

Reilly, Chui and Mitchell do not explicitly teach, **creating, using an image size reduction operation, a reduced-size preview image of the advertiser digital copy, wherein at least one dimension of the preview image is determined in accordance with a predetermined size; associating text-based content with the preview image in a web page,** however, (as taught by Kojima at col. 2, lines 38-65 (i.e. for controlling image display, comparison and the compression means of adjusts at least one of the lengths of the frame of image to the length of the window ).

It would have been obvious to a person of ordinary skill in the art at the time the invention was made to have modified the teaching of Reilly, wherein electronic news/advertisement is distributing in the www server/client environment, to include a means of image linking, down-sampling and anti-aliasing of Chui's teaching, to include a means of digital copy is the source data of advertise web page, to include a means of controlling and adjusting/compression from a predetermined size of the image display of Kojima's teaching. One of ordinary skill in the art would have been motivated to perform such a modification for presenting mixing advertisements with information dissemination are newspapers in a dynamic and easy to read manner, (as taught

by Reilly at col.1, line 35 through col. 2, line 60), and for speedily and reliably recognized the displaying images, (as taught by Kojima at col.2, lines 5-10).

7. **Dependent claims 2, 5-8** are rejected under 35 U.S.C. 103(a) as being unpatentable by Reilly et al. US Patent No. 5,740,549 filed 06/12/1995 (hereinafter Reilly), in view of Chui et al. US006549674B1 filed 10/12/2000 (hereinafter Chui).

**In regard to dependent claims 2, 5 and 8**, incorporate substantially similar subject matter as cited in claim 1 above, and are similarly rejected along the same rationale.

**In regard to dependent claim 6**, the preview images are periodically moved relative to one another on the web page, (as taught by Reilly at col. 5, lines 5-33, the present invention provide a display scripts" control in a time-based, which is use here in the broadest reasonable interpretation as claimed).

**In regard to dependent claim 7**, wherein the location of the preview images is determined as a function of the category of the web page, (as taught by Reilly at col. 4, line 65 through col. 5, line 5 (i.e. ... Advertisements 138 are also stored in the information database 134 and each advertisement is assigned to at least one of the predefined information categories. Each advertisement is displayed on subscribers' workstations simultaneously with news items assigned to the same category as the advertisement, which is use here in the broadest reasonable interpretation as claimed).

8. **Dependent claims 3-4, 10-12 and 21** are rejected under 35 U.S.C. 103(a) as being unpatentable by Reilly et al. US Patent No. 5,740,549 filed 06/12/1995 (hereinafter Reilly), in

view of Chui et al. US006549674B1 filed 10/12/2000 (hereinafter Chui), further in view of Mitchell et al. US Patent No. 5,963,966 filed 11/08/1996 (hereinafter Mitchell), and further in view of Kojima US Patent No. 6,081,277 filed 09/25/1996 (hereinafter Kojima).

**In regard to dependent claims 3-4 and 10**, incorporate substantially similar subject matter as cited in claim 9 above, and are similarly rejected along the same rationale.

**In regard to dependent claim 11, digital image in a graphics interchange file format (.gif)**, (as taught by Reilly at col. 13, lines 15-20 (i.e. representing a "GIF" format image advertisement).

**In regard to dependent claim 12**, Reilly, Chui and Mitchell do not explicitly teach, **creating a reduced-size preview image includes retaining the aspect ratios of the digital copy so as to facilitate the placement of dissimilarly sized advertisements in locations having a common dimensional limitation**, however (as taught by Kojima at col. 2, lines 38-65 (i.e. for controlling image display, comparison and the compression means of adjusts at least one of the lengths of the frame of image to the length of the window ).

It would have been obvious to a person of ordinary skill in the art at the time the invention was made to have modified the teaching of Reilly, wherein electronic news/advertisement is distributing in the www server/client environment, to include a means of image linking, down-sampling and anti-aliasing of Chui's teaching, to include a means of digital copy is the source data of advertise web page, to include a means of controlling and adjusting/compression from a predetermined size of the image display of Kojima's teaching. One of ordinary skill in the art would have been motivated to perform such a modification for presenting mixing advertisements with information dissemination are newspapers in a dynamic and easy to read manner, (as taught



by Reilly at col.1, line 35 through col. 2, line 60), and for speedily and reliably recognized the displaying images, (as taught by Kojima at col.2, lines 5-10).

**In regard to dependent claim 21**, incorporate substantially similar subject matter as cited in claim 9 above, and is similarly rejected along the same rationale.

### ***Conclusion***

9. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the mailing date of this final action

10. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Quoc A. Tran whose telephone number is (571) 272- 4103. The examiner can normally be reached on Monday through Friday from 8:30AM to 5:00PM.

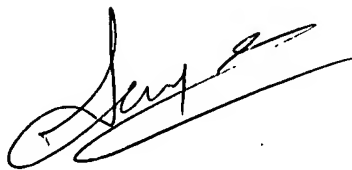
If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Joseph H. Feild can be reached on (571) 272-4090. The fax phone number for the organization where this application or proceeding is assigned is (703) 872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only.

For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

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*Quoc A. Tran*  
*Patent Examiner*  
*Technology Center 2176*  
*May 18, 2005*



SANJIV SHAH  
PRIMARY EXAMINER